Johnson Products Co., Inc. | 8522 South Lafayette Avenue | Chicago, Illinois 60620 | ac 312•483 4100

September 2, 1975

Dear Larkie:

Johnson Products Company would like to congratulate each of you again! You danced beautifully, cooperated completely and conducted yourselves graciously while our guests in Los Angeles. We hope that all of you feel like winners, because as far as we're concerned, you are. The competition was stiff and you represented your city well.

Enclosed please find an autographed picture of Don Cornelius as a memento of the experience.

Under separate cover, you will receive a Johnson Products gift box.

Again, our Johnson Products Company family would like to thank you.

With warm regards,

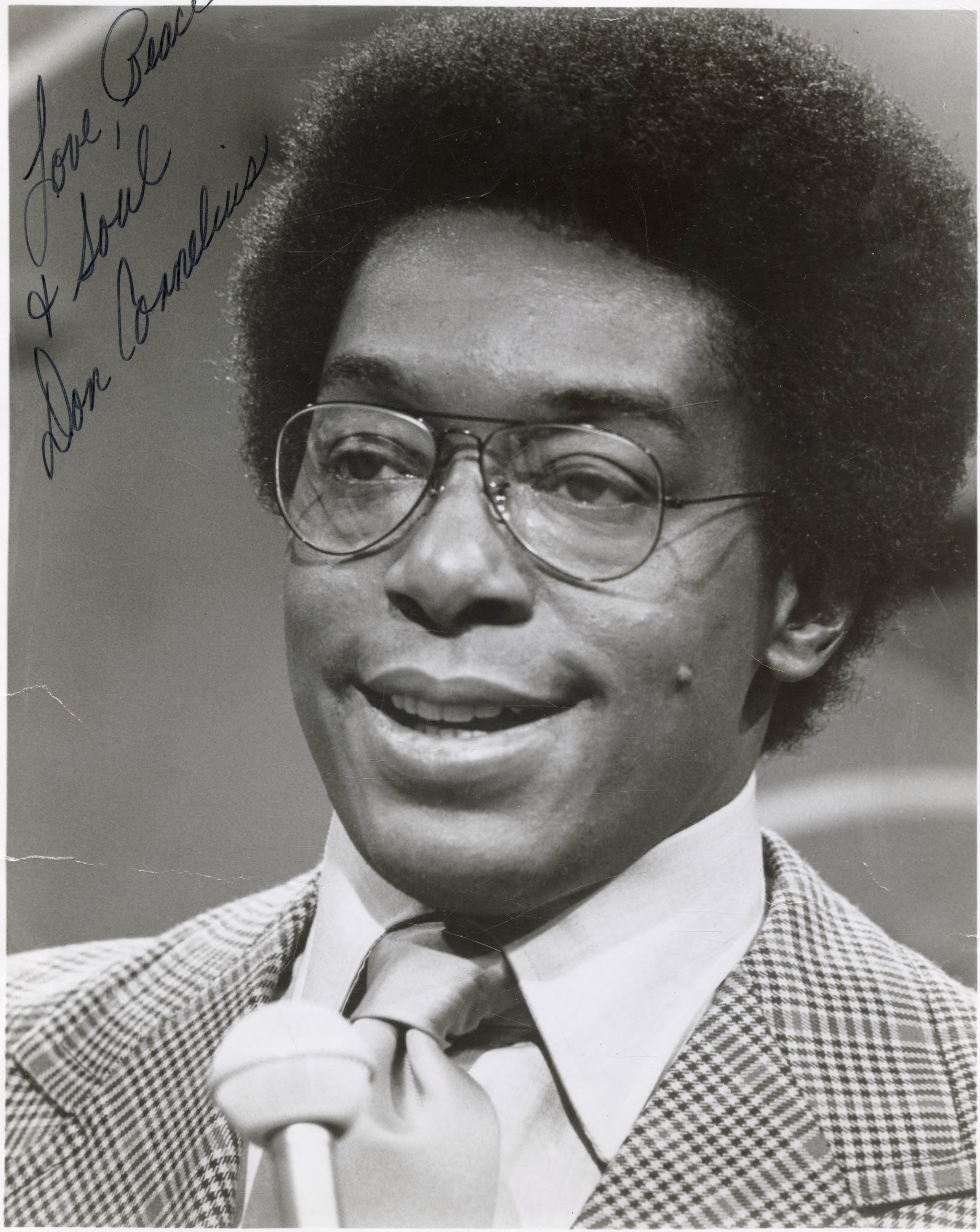
Sylvia Dabney

Sylvia Dabney
Advertising Coordinator

SD/imw

Encl.

Manufacturers of ULTRA SHEEN® and AFRO SHEEN® Hair Care Products and ULTRA SHEEN® Facial Cosmetics


Love Peace
& Soul
Don Cornelius

international

Photo by Demetrio J. Jaremenko

SEEK NATIONAL TITLE — Archie Carr, 22, of Newark and Miss Larkie Harder, 22, of Montclair, winners of the 'Soul Train' dance contest in New Jersey prepare to board a flight at Newark International Airport bound for Hollywood where they will compete with dancers from 34 states for the national 'Soul Train' title.

'1975'

October 31, 1975

Ms. Larkie Harder
67 North Willow Street
Montclair, NJ

Dear Ms. Harder:

For your interest, we are enclosing a copy of the 7UP Leader magazine which features an article on the Soul Train Dance Contest, with pictures.

Also enclosed is a box of "We Dunit" cards for your enjoyment.

Sincerely,

THE SEVEN-UP COMPANY

Valrie D. Allen

Valrie D. Allen
Secretary to Norval Cox

vda

enclosures

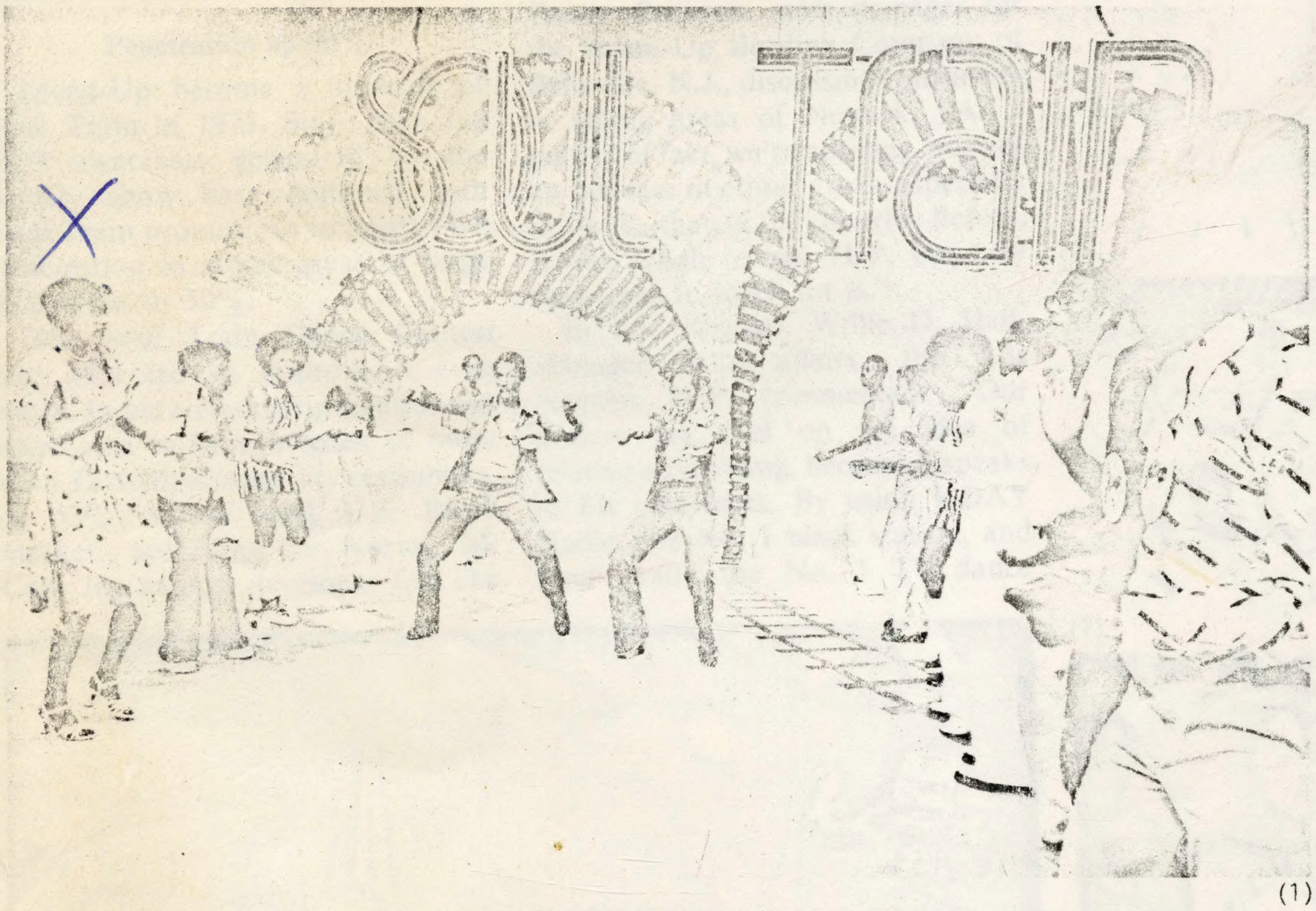
They Danced Their Way West

For thousands of inner city young people across the United States, the Seven-Up sponsored Soul Train Dance Contest meant opportunity — to be recognized, to travel and to compete for scholarships that for many are the key to their future.

OUTSIDE the west entrance to the Holiday Inn in Hollywood, Calif., a group of brightly attired young people gave the appearance of a high school tour group on a senior trip. Scarcely a hand was without a camera, and a regular round-robin of picture taking took place as they awaited the departure of a pair of chartered buses parked at the curb.

It was mid-morning, that Saturday, the beginning of what promised to be a gorgeous day in Southern California. The air was crisp, the sun trying desperately burn off a mild haze. The backside of Graumann's Chinese Theater was visible a block away, and in the other direction, the sounds of moderate traffic could be heard plying the Hollywood Freeway.

But on this particular day, Aug. 23, most of the day would be spent indoors. Momentarily, the buses would transport the group down Highland Avenue and over Sunset Boulevard to KTTV Metromedia Television, Channel 11, Hollywood. There, on Stage One in Studios 1 and 2, they would be greeted by the staff of Don Cornelius Productions, which one weekend a month conducts a marathon taping session that by



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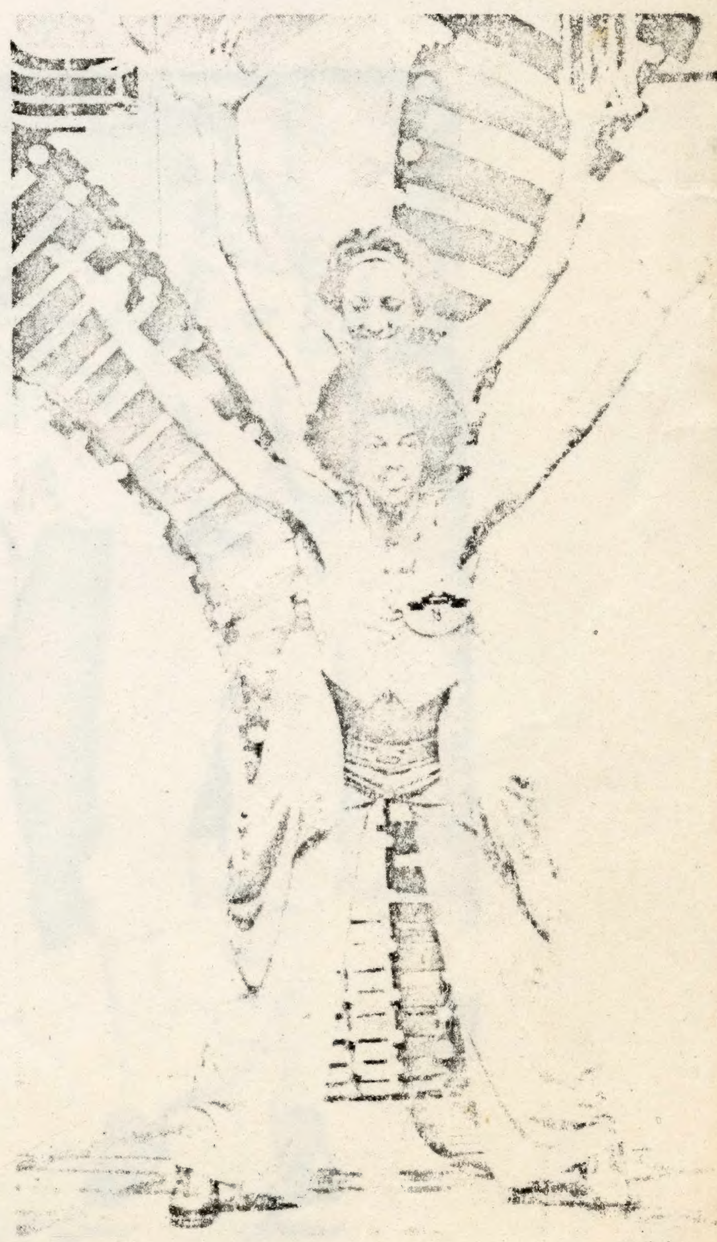

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PHOTOS:

(1) Dancing "The Line."
(2) Cameras click as Soul Train host Don Cornelius appears.
(3) Soul Train producer Alda Chapman.
(4) New Orleans' Nathaniel Williams and Sabrina Martin into their routine.
(5) Between takes.
(6) Winners being congratulated by Don Cornelius; Sylvia Dabney, Johnson Products; and Norval Cox, Seven-Up Co. Runners-up (Couple 11) were Willie Kearney and Donna Allen, Tampa, Fla.
(7) Victory dance . . . and one of the prizes!
(8) Zelideth Ortero Lopez and her brother, Edwin, won trip to national finals from contest in San Juan, Puerto Rico.

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Sunday evening has rolled up four one-hour programs of the nationally syndicated television show, "Soul Train."

The young people; from 39 cities across the U.S., were to compete on camera in the national finals of the Soul Train Dance Contest, a promotion sponsored by The Seven-Up Company and Johnson Products Company, Inc., Chicago, marketers of hair care and beauty aids. They had earned the trip by winning local contests conducted by participating radio stations. The dance finals culminated the summer-long program.

Penetration up 50%

Seven-Up became a sponsor of Soul Train in 1973. Since then the 7UP awareness generated by the weekly show has combined with Soul Train promotions to boost 7UP penetration in ethnic areas of large U.S. cities by 50%.

The Soul Train Dance Contest was expected to improve it even more. In pure marketing terms it was calculated to have a reach of more than 12 million inner city consumers, or 53% of the total U.S. Black market, according to Norval M. Cox, Jr., market developer for The Seven-Up Company, who coordinated the promotion. Of a potential audience of 86.5% of target consumers in that market, the program had a reach of 79.2%.

Many 7UP Developers in whose markets the contest ran worked closely with radio stations to insure the success of the program. They, like some of the stations—which were highly enthusiastic and wanted the contest to become an annual affair—made a number of pertinent observations about the results.

"I think they're really coming around to drinking 7UP," remarked Ceasar Prosperi, sales manager for the Seven-Up Bottling Company of Belleville, N.J., discussing consumers in ethnic areas of Newark. "As a matter of fact, we're noticing more of an increase in ethnic areas, especially in 16-oz., than in the suburbs. Before, it was tough to sell 7UP, but now they seem to reach for it."

In Los Angeles, Willie D. Hall, manager-ethnic affairs, for Los Angeles 7UP, commented: "Our dealers are sold on the idea of relative advertising, because it speaks to his customers. By using KDAY Radio, the No. 1 black station, and Soul Train, the No. 1 TV dance

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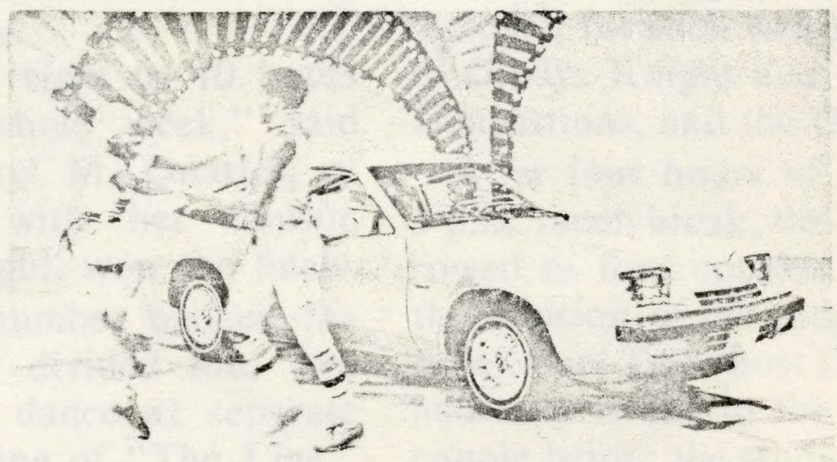

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show, we not only reach the target market but also the white and brown markets. We're getting telephone calls daily (from consumers) wanting to know where they can get entry blanks."

The comment seemed to suggest merit in placing Soul Train P-O-P market-wide to give everyone an opportunity to take part.

"From the salesmen point of view, we are headed in the right direction. They report that . . . displays with Soul Train P.O.P. will stay longer and in many cases be larger and sell more," Hall added. "The customer we reach . . . is young, spirited, and drinks a lot of soft drinks."

The dance contest was launched by participating radio stations in exchange for exclusivity and ad schedules from Seven-Up and Johnson Products. The stations organized, promoted and administered them, selected the winning couples and paid their air fare to L. A.

Contests were timed for May, June and July so that bottlers in participating markets could implement the program simultaneously with their national summer promotion and capitalize on market-wide feature pricing with a meaningful promotional theme in ethnic areas.

For reasons of administration and control, the local programs were structured as a combination sweepstakes/dance contest. Thousands entered. From forms placed in the trade by 7UP bottlers and the distribution arm of Johnson Products, radio stations conducted a drawing limited to the number of couples they could adequately accommodate. Some held more than one contest to provide listeners with a greater opportunity to take part.

Winners of the trip to Los Angeles ranged in age from five to 23. Some were high school students, some college students, some were employed, some unemployed, a few were pursuing careers, and several were in between.

Whatever their differences, dancing was a common bond, and their Aug. 23 television appearance a supreme accolade to their incredible skill, creativity and an overwhelming amount of energy.

"We practiced eight to 10 hours a day for a whole week," said 18-year-old Cheryl M. Quarles, of Detroit, who, with her cousin, Anthony Jo Wright, won the finals.

Identified by number badges, the contestants were divided into two groups, each to dance at separate times during taping of "The Line," a segment of the show when couples have 12 seconds to perform their individual routines as they advance toward the camera along a simulated railroad track.

To the uninitiated, labels to their style of dance (locking, the robot, martian hopping and the like) are meaningless, but suffice it to say the performances were anything but dull. In precise, critically timed movements, twists, turns, jumps and even somersaults were executed perfectly to the music and in sync with one another.

Judging

Judging was done on the basis of organization, routine, sophistication and execution by Soul Train producer Aida Chapman; Damita Jo Freeman, one of the earliest Soul Train dancers who has since turned professional; and Claude Atkins, a former Broadway dancer and choreographer for such well-known artists as Gladys Knight and the Pips, the Temptations, and the O'Jays.

After four hours of taping and a 3 p.m. lunch break, the field was narrowed to four couples. Announcing the decision of the judges in reverse order, Soul Train host Don Cornelius had only to get to the second place couple before the studio filled with a

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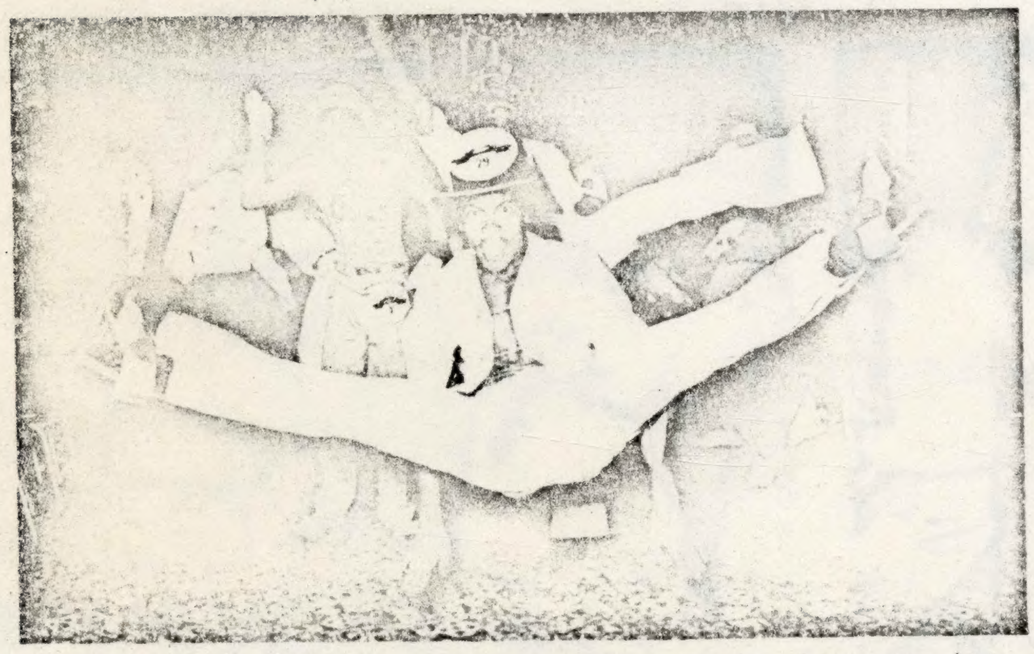

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(9) A limber Larry Willis, Richmond,Va.
(10) Los Angeles contestant Isaac Rhambo, five years old, gets autograph from former Soul Train dancer Damita Jo Freeman, now a professional.
(11) Refreshment!
(12) Winners Anthony Jo Wright and Cheryl Quarles, of Detroit.
(13) Willie Hall, Los Angeles 7UP, joins spirit of post-contest party.
(14) Party atop Holiday Inn overlooking Hollywood.

frenzied excitement as winners Cheryl Quarels and Tony Wright realized that automobiles identical to the 1975 Chevrolet Monza at center stage and a pair of $2,000 scholarships were theirs.

"I wanted that scholarship so bad, I love God for it!" cried an exuberant Wright, afterwards. "I'm going to major in professional dancing and drama . . . soon as it comes."

Miss Quarles, who wants to dance and model professionally before settling into a more sedate career as a court stenographer, was particularly happy because she and Wright lost a similar contest in 1973 and "we came back to win in '75!"

"It meant a lot to me because it was givin' away something larger—a scholarship—and that's what I really wanted," she said.

Runner-up prizes were smaller scholarships, color TVs, Zenith stereos, and gift packs from Seven-Up and Johnson Products.

That evening, the youngsters were guests of The Seven-Up Company and Johnson Products at a dinner and party in their behalf atop the Holiday Inn overlooking Hollywood. Dancing until 2 a.m. to everything from the Temptations' "Glass House" to "That's the Way of the World," by Earth, Wind and Fire, many conceded that "there can only be one winner," and indicated that the chance to dance and be recognized on national television was more than ample reward.

"I appreciate the opportunity of just bein' here and meetin' all these people," said Rudy Feaster, a 19-year-old construction worker from Charleston, S.C. "You know, you don't get this opportunity every day. It makes you feel real good, you know."

Traveling the greatest distance was a brother/sister couple, 17-year-old Edwin Otero Lopez and his 18-year-old sister, Zelideth, of San Juan, Puerto Rico. Edwin, who wants to be a para-medic, and Zelideth, a college freshman majoring in accounting at the University of Puerto Rico, had never entered a dance contest. In San Juan, they won out over 100 other couples.

"We didn't think we were going to get up here," said Zelideth. "And then when they called our number, we just looked at each other, and then we said, 'It's us! It's us!' "

That sort of enthusiasm was undoubtedly rekindled Sept. 20, the day the show was to be aired. It would be a cheerful reminder of how they danced their way to the entertainment capitol of the world. ■

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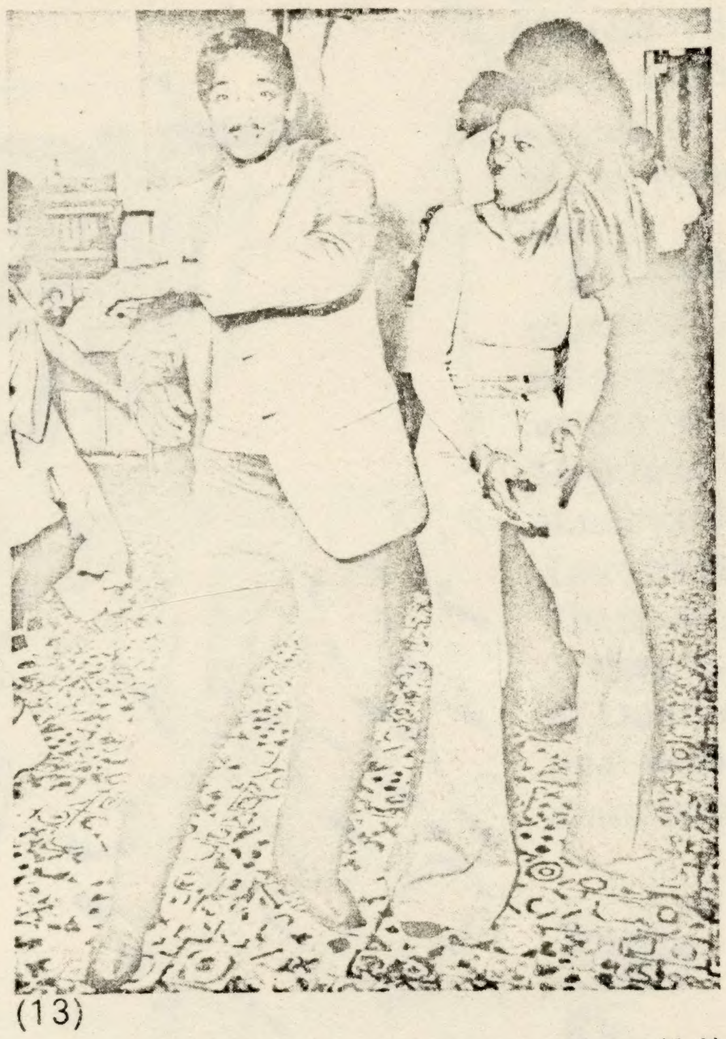

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